

The Role of University in Nurturing Student's Creative-Based Business and Academic Entrepreneurship

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ABSTRACT

Society involved in creative-based activities and abundance of educational institutions have become Bandung's greatest asset in developing creative culture (Soemardi, 2006). Young society studying in university, further called young-creative-entrepreneurs or academic entrepreneurs, are one of the assets which can develop the creative collaboration in Bandung. Entrepreneurial skill is needed by our young-creative-entrepreneurs. The university students are encouraged to create small creative businesses. However, the current financial downturn is posing tough challenges for small creative businesses. The challenges faced by young-creative-entrepreneurs are enormous. The university should play role in nurturing the student's creative-based activities and their academic entrepreneurs. UNIKOM as one of the private universities in Bandung, poses potentials in terms of student's creative-based activities. UNIKOM has business incubator for the students, called Pusat Inkubator Bisnis Mahasiswa (PIB UNIKOM). This division nurture the student's creative-based activities, student's small scale businesses, and the academic entrepreneurs. PIB UNIKOM as part of university systems functioned as an incubator for the student's small business. Lots of activities are held to encourage students creativity, among those are Program Kreativitas Mahasiswa (PKM) and Program Mahasiswa Wirausaha (PMW), organized by Directorate for Higher Education (DIKTI). Entrepreneurship (Kewirausahaan) is also given to all students as one of the subject in the curriculum. This paper attempts to explore to what extent the role of private university, in this case UNIKOM, to nurture the student's creative-based activities, student's small scale businesses, and the academic entrepreneur, as one of Bandung's creative-based assets.

Keywords: *creative-based business, academic entrepreneurs, entrepreneurship, university, business incubator*